Addendum to FSC-81-B	5/15/97
SUBJECT: Region WINSTON Launch Meetings	

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE	___	Sales Rep
X	ROM			___	Retail Rep

To further assist you in preparing for your WINSTON Launch, two additional pieces have been developed for your use:

1) WINSTON Launch Wholesale and Retail Power Point Presentations
2) WINSTON Launch Examples of WINSTON, CAMEL and DORAL POS/PDI Placement

1) Wholesale and Retail Powerpoint Presentations
Presentations for your wholesale and retail customers are now available and may be customized for your use. Presentations include color graphics and illustrations.
To access, follow the steps listed below:

- Field Sales PC's (Xcellenet):
  Downloaded via reports only communication

  → These files will automatically be downloaded to your PC on your next communication.

File Name	File Description
1) WINWHL.PPT	WINSTON Wholesale Presentation
2) WINRET.PPT	WINSTON Retail Presentation
3) WINPICS.PPT	WINSTON Presentation Graphics (POS/Advertising/Pack Illustrations) For use with both Wholesale and Retail Presentations.

  → Downloaded files will appear under C:\data\powerpnt\...

  → Run Powerpoint, then open/edit/print accordingly

- LAN Connected Desktop PC's:

  → These files will be available on the G:\ drive, located under G:_Sales\WINST97\...

File Name	File Description
1) WINWHL.PPT	WINSTON Wholesale Presentation
2) WINRET.PPT	WINSTON Retail Presentation
3) WINPICS.PPT	WINSTON Presentation Graphics (POS/Advertising/Pack Illustrations) For use with both Wholesale and Retail Presentations.

  → These are Powerpoint files: Simply run Powerpoint, open file(s), edit/print as needed.

2) Examples of WINSTON, CAMEL and DORAL POS/PDI Placement
- Examples are designed to show key presence areas (point of purchase, storefront and outside areas). **Key objective is to strike a balance between our CAMEL, WINSTON and DORAL brands.** The illustrations by no means show all POS/PDI pieces available or the many different store configurations in existence. They are designed to provide direction to your Reps to:
  a) Concentrate on point of purchase, storefront and outside areas to gain presence.
  b) Balance full price and savings presence between WINSTON, CAMEL and DORAL.
  c) Obtain quality placements versus quantity of placements.

51852 6980

Source: https://www.industrydocuments.ucsf.edu/docs/sgnn0000

- In the examples, emphasis on WINSTON or CAMEL is skewed toward whether you are a primary CAMEL or primary WINSTON POS region (refer to FSC 81-B for details). However, in all cases, both WINSTON and CAMEL should be represented.

- 150 sets of CAMEL, WINSTON and DORAL POS/PDI placement examples will be sent to your region office the week of May 19. Where possible, you should utilize these examples in your WINSTON launch breakout meetings. Where meetings have already occurred you should use examples as follow up to your meeting and prior to the WINSTON launch. In all areas you should clearly position your expectations in balancing our POS/PDI presence.

- All old graphics WINSTON PDI should be removed and replaced with new WINSTON PDI wherever possible.

Program contacts: Dick Luongo, extension 6110
Floyd Cook, extension 3466

150	150
SRM	1
NJ Roth	1
J.V. Natale	1
RM Duszynski	1
D DuRose	1
	145

1622	SR's	8	
	RR's	19	30
	DM	1	
	RM's	2	
1623	SR's	9	
	RR's	9	21
	DM	1	
	RM	1	
1626	SR's	8	
	RR's	11	21
	DM	1	
	RM	1	
1638	SR's	9	
	RR's	11	22
	DM	1	
	RM	1	
1642	KAM	1	5
	AM's	4	
1645	KAM	1	3
	AM's	2	

TOTAL 101

51852 6981

Source: https://www.industrydocuments.ucsf.edu/docs/sgnn0000